

# Allison Pinz

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Hi there! With over 5 years of experience, I'm a Designer who loves delivering products that are both thoughtful and strategic. I believe in a human-centered approach and always strive to answer the toughest of questions. Throughout my career, I've had the pleasure of supporting teams in a variety of industries and have loved every minute of it. Let's team up and start exciting new conversations around design!

## EXPERIENCE

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### Design Consultant | IBM iX

2021 - 2023

#### Tech Brand

- Conducted product interviews, walk-throughs, and workshops, to create an extensive 250+ illustration library in Figma, including over 25 custom pieces, that were used across all 4 products to establish consistency and add a touch of surprise and delight to the brand
- Evolved the Design System by thoroughly auditing and updating 10 crucial components, including Figma files and documentation, resulting in an interactive system that supports user experience
- Sparked the excitement around branding by hosting a workshop, creating catchy preliminary brand standards, and mapping out project plans with a goal to spread team awareness

#### Insurance Brand

- Developed a custom support playbook for employees that not only helps them tackle any issue that comes their way, but also serves as a valuable resource for the entire company to improve their customer support efforts

#### Financial Brand

- Dove into 8 Design Systems with an audit to compile all system atoms into an AirTable sheet, leveraging this to guide workshop discussions and develop a solid direction for a core Design System that unites the systems with a goal to create consistency and efficiency to the design process

#### Healthcare Brand

- Designed a product description page and cart management page for a B2B e-commerce platform, supported on desktop, tablet, and mobile devices
- Worked on elements for a custom UI Kit, including curating a library of 100+ product icons custom to the product experience and creating guidelines on how to use them throughout the experience, leading to a more consistent and engaging user experience

### Designer | Sprinklr (JeffreyM)

2019 - 2020

- Collaborated with a Developer to streamline the design of a 5-page Career site into one engaging page, with wireframes, prototypes, and final layouts that made it easy for job seekers to navigate
- Drove leads to the inside sales team by creating 100+ personalized assets for online conversations with stakeholders in the marketing space
- Partnered with 2 designers to develop social media design templates, training a team of 5 social media managers on how to use them, ultimately leading to streamlined design on Sprinklr social media channels

### Design and Social Media | BUILT BY GIRLS (Verizon Media)

2018 - 2019

- Transformed the brand design into an engaged persona the target audience could connect with, ultimately increasing the social following by 125%
- Redesigned the structure, interface, and user experience of an 8-page Key Performance Indicator (KPI) Dashboard, to be a more organized system of data other team members can access
- Developed an extension of the visual design foundation to be more universal by designing consistent assets for materials such as the social media page, website, and a Times Square billboard

## AREAS OF EXPERTISE

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UI/UX Design  
Interaction Design  
Design Thinking  
Human Centered Design  
Design Systems  
Wireframes  
Mockups  
Illustration  
Storytelling  
Brand Strategy  
Social Media Management  
Project Planning  
Design Workshops  
Design Reviews

## TOOLS

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Figma  
Sketch  
Adobe Xd  
Adobe Illustrator  
Adobe Photoshop  
Adobe After Effects  
InVision  
Jira  
Mural  
AirTable

## BADGES & CERTIFICATES

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2022 - Accessibility Advocate Badge  
2021 - IBM Garage Essentials Badge

## EDUCATION

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PARSONS SCHOOL OF DESIGN – NEW YORK, NY  
BBA in Strategic Design & Management  
Communication Design Minor  
GPA: 3.9

